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SERGE IS POPULAR

Material Will Be in Greater De-
mand Than Ever Before.

Economical and War-Time Features
Taken into Consideration, Declare
Manufacturers and Buyers.

When you say serge dress you al-
ways think of a navy blue serge dress,
don't you?—and you usually think of a
trim little dress, severe enough to be
worn without a coat on the street,
with furs in the spring and autumn
and yet elaborate enough to be quite
attractive in the house. All this is
combined in those simple syllables
"serge dress"—and it is this that is
expected to be even more popular on
the dress bill of fare than ever before
observes a New York fashion corre-
spondent. Manufacturers and buyers
of dresses say that because of the
spirit of economy that prevails this
type of frock will be bound to be pop-
ular, and for this reason they are
looking forward to a large demand for
these dresses among the ready-made
output for the spring. More than any
war uniform or any ingeniously de-
vised reversible, convertible frock this
serge frock will serve as the most pop-
ular war-time getup.

One very nice thing about the serge
dress is that it always looks economi-
cal even if as a matter of fact it is
not, and to look very expensively
dressed these days is not the aim of
most women. The mere man who sees
a well-dressed woman neatly frocked
in a smart blue serge dress will men-
tally register his approval of her econ-
omical and, therefore, patriotic dress-
ing. Perhaps the goods for the dress
cost \$8 a yard—for the best quality of
blue serge is no longer inexpensive—
and perhaps the dress all in all cost
\$100. Still it looks simple, it is emi-
nently serviceable and it does not look
extravagant. Had the same woman
worn a chamoise of georgette and
chiffon frock worth only half that
amount the man would think her ex-
travagantly dressed and therefore no
true patriot.

The simple blue serge frock does not
have to be expensive in order to be at-
tractive. But it must be well made.
Any good dressmaker or a reliable tail-
or can put such a dress together, pro-
vided the model for it is suitable to the
figure for which it is intended. How-
ever, although great attention must be
given to the fit, the dress should not in
one sense of the word fit at all, even
if it is to be worn by a woman of am-
ple girth. The charm of that style of
dress lies in its hang and cut, but it
should not touch the figure. It should
follow it faithfully, but hang slightly
free from it to be most attractive.

CREPE BLOUSE FOR SPRING



There is an indescribable something
about this blouse, which wins your
heart at once. The blouse is perfectly
made in blue and white-striped Jap-
anese crepe. It is a handmade blouse,
and that is the reason for its perfec-
tion. The white-linen stock, cuffs and
collar are other reasons for the beauty.
The bonnet is a handsome model just
about the size that will be popular
during the spring and summer months.
The band of flowers around the crown
is the only trimming.

IN FASHION LAND

Umbrellas are short and thick, with
wooden sticks.
Novelty effects in coats and capes
give slender lines.

The tunic blouse makes the coat
suit more attractive.

Pockets continue to give a military
air to the latest sports coats.

Newest skirts are so narrow that
they allow only the tiniest steps.

A novel white collar is made with
points for a widow's black frock.

The colored bridal gown has been
made fashionable for the war bride.

A bow is frequently the only trim-
ming on the hat with sweeping lines.

Almost every style is in fashion, but
straight-line models are most favored.

The latest manner of wearing the
watch is to dangle it from a fob rib-
bon.

Utility coats remind one of an offi-
cer's top coat—full and belted in the
back.

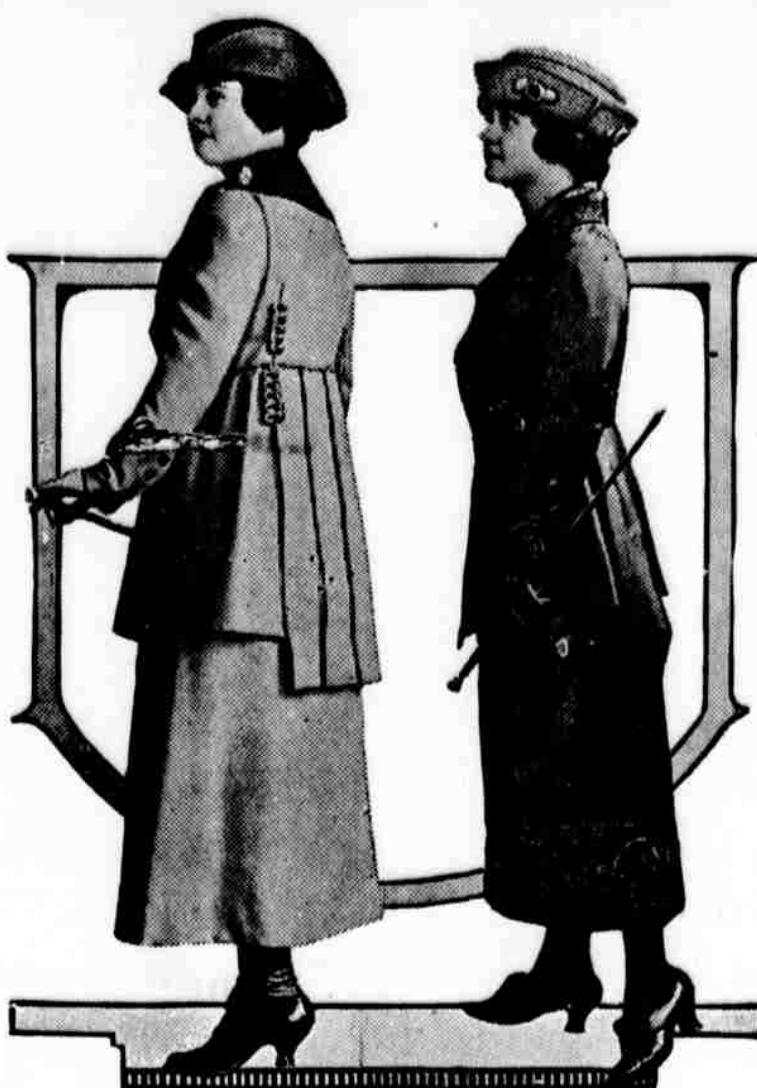
Fur coats are uncommonly inter-
esting this year on account of their
belts.

A very pretty dress has the sash and
shoulder yoke of silk in contrasting
color.

Silver lace is used over shimmering
satin, in making a charming evening
dress.

The mourning dress of black taf-
feta can be fastened with dull silver
buttons.

Spring Suits Gracefully Economical



Four and a half yards, no more, but
as much less as your ingenuity can
manage with, that is the edict as to the
allowance of wool for this spring's
suits. Four and a half yards of 54-
inch goods will make a suit on accept-
ed lines for the woman of average fig-
ure. It almost goes without saying
that skirts are a yard and a half to
two yards wide, coats about 28 inches
long and furbelows conspicuous by
their absence.

The new suits are excellent. Many
of them are made of silk and many
more of silk and wool combined and
in others the accustomed order of
things is changed, the suit is of silk
and the trimmings and accessories—
collar, cuffs, belt—of wool.

Two of the new spring suits, pic-
tured above, are representative mod-
els. Since the appearance of the wool
suit at the left of the two, coats have
tended to grow shorter. It was among
the earliest arrivals and compromised

with the newest ideas by adopting a
lengthened back panel which is laid
in three shallow, inverted plaits.

At the right a suit made of peacock
satin is handsomely finished with em-
brodery in the same color of silk. A
shaped band of it, about the waist,
simulates a very graceful girle in the
coat, and the bottom of the skirt is
embellished with it. The liking for
large buckles is revealed in a hand-
some circular one which is placed at
the left side where the graceful coat
fastens.

One wholly new spring suit in war
time may be the meager allowance
that our patriotism will concede, along
with an easy conscience. But styles
point the way to much remodeling and
the transformation of last year's left-
overs into this year's utility clothes.

Julia B. Bortolli

Spring Styles for Children



In the last exhibitions of styles in
the fall there appeared some unusual
combinations of cloth in dresses,
among them broadcloth and linen in
handsome "flapper" frocks, that proved
very attractive. The idea is coming to
the front again in the displays of
spring apparel for little girls, as well
as in clothes for their elders. Aside
from this there is very little that is
altogether new in spring styles for
children.

Fancy stitching, French knots and
smocking appear to be the main re-
liance of designers in the matter of de-
corative touches for the small girl's
frock. Voiles and the finer chambrays
lend themselves to smocking so well
that one is always running across it.

Narrow frills of white organdie used as
a finish on collar and cuffs, pockets
and girdle are another strong factor in
decorative schemes. The frills have
pleated edges and are wonderfully dainty.
They are used with chambray mostly,
and on the plain colors like pink, blue,
tan and corn color.

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